



WBTV

ORDER

Print Date 09/04/12

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Flight Dates 09/05/12-09/14/12

Contract / Revision 816483 /

Original Date / Revision
09/04/12 09/04/12

Advertiser American Crossroads

New till 11/14/10

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 943

Alt Order # 06303942

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 3

Advertiser Ref

Primary Account Executive
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 40% Market Value 46250

Competing Station	% of Order	Amount
WAXN	4%	1850
WBTVn	%	0
WBTVt	%	0
WCCB	6%	2775
WCNC	20%	9250
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	30%	13875
WTVI	%	0
WUNE	%	0
WUNG	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	7	\$15,725.00	\$18,500.00	0.00	08/27/12	09/13/12	7	\$15,725.00	\$18,500.00
Totals	7	\$15,725.00	\$18,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBTV	09/08/12	09/08/12	US Open Women's FinaComm	Various		-----1-	:30	1	\$2,500.00	P 3	0.00	NM	1	\$2,500.00
				US Open Women's Final											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----1-		1		\$2,500.00		0.00					
E 2	WBTV	09/09/12	09/09/12	US Open Men's Final	Comm	Various	-----1	:30	1	\$3,500.00	P 3	0.00	NM	1	\$3,500.00
				US Open Men's Final											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----1		1		\$3,500.00		0.00					
E 3	WBTV	09/13/12	09/13/12		Comm	10-11p	---1---	:30	1	\$5,600.00	P 3	0.00	NM	1	\$5,600.00

														<u>Totals</u>			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				Thur Hour 3													
				Thur Prime Hour 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/10/12	09/16/12	--- 1---		1		\$5,600.00		0.00							
E 4	WBTV	09/06/12	09/06/12	America Now America Now	Comm	9a-10a	--- 1---	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/03/12	09/09/12	--- 1---		1		\$400.00		0.00							
E 5	WBTV	09/11/12	09/11/12	America Now America Now	Comm	9a-10a	- 1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/10/12	09/16/12	- 1-----		1		\$400.00		0.00							
E 6	WBTV	09/05/12	09/05/12	America Now America Now	Comm	9a-10a	-- 1----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/03/12	09/09/12	-- 1----		1		\$400.00		0.00							
E 7	WBTV	09/05/12	09/05/12	Wed Hour 2 Wed Prime Hour 2	Comm	9-10p	-- 1----	:30	1	\$5,700.00	P 3	0.00	NM	1	\$5,700.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/03/12	09/09/12	-- 1----		1		\$5,700.00		0.00							
Totals														7	\$18,500.00		